


Painting the Complete Picture: Store Mapper and Store Assessment Connections

Practice by painting by numbers.

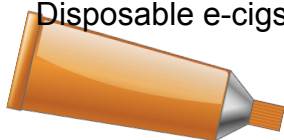
The tobacco retail environment in **the town of Osceola** is attractive for price-sensitive consumers.

Match the report in the Store Mapper used to find information for each statement below, and fill in the blanks with the correct data.

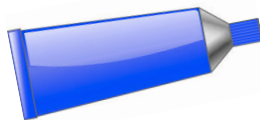
For this activity:

1. Navigate to mapping.countertools.org/iowa
2. Download reports.
 - a. Click the “Get a report” button in the dialog box 
 - b. Select the “Area of Interest Report” section
 - c. For all reports, select “City and Town Boundaries” from the first “Select the area to report” dropdown and “Osceola” from the next dropdown. Select “Entire State” for the area for comparison

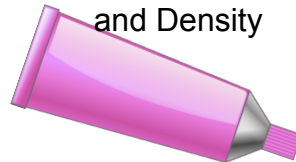
Assessment, Blu
Disposable e-cigs



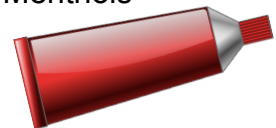
Policy, Within 500'
of Another



Retailers
and Density



Assessment,
Promotion on
Menthols



90 % of tobacco retailers have price promotions for menthol products, which is **HIGHER** than the statewide average.

The average price of Blu disposable e-cigarettes is \$ **8.16**, which is **LOWER** than the statewide average.

The density of tobacco retailers is **1.8** per 1,000 population in areas with the highest percentage of low income households (*hint: Q1*).

67 % of tobacco retailers are within 500 feet of another in areas with the highest percentage of low income households.

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Now, sketch out your local picture.

What are your priorities for action in the tobacco retail environment?

How can you apply your data to these priorities?

Who are your key audiences for sharing data about these priorities?

What other data sources can you connect to your assessment results to paint the full landscape for achieving these priorities?
